

# Léa Blanchi

Senior Product Designer

leablanchi.com

## Education

2016 2017

Digital Project Management Diploma

IEF2I, Paris

2013 2015

Bachelor degree - Graphic Design

IPESAA, Montpellier

2012

MANAA

IPESAA, Montpellier

2011

First year University Degree in Arts

Paul Valéry, Montpellier

2010

High School Diploma - Science

## Working Experience



Senior Product Designer

Lyon, France · Full Time

FEB 2023  
PRESENT

Build AI Search from scratch, from early vision definition (product strategy & design) to implementation.

- Integrated in a core team composed by the Chief Data & AI Officer, 1 Product Manager, 6 Engineers (Staff engineer, Lead Tech, Back-end & Front-end), and 3 Data scientist/analyst and LLM engineers
- Designed a seamless AI search interface that let users explore and refine freelancer matches
- Conducted +50 user tests, interviews, surveys or AB tests
- Presented design solutions to stakeholders and execs for buy-in
- Around 30% of adoption of this new feature, in less than 4 weeks. Designed and released around 10 quick win iterations in 4 months, allowing to double-ish the conversion rate

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Currently working on ATS -improvements and vision rework in order to continue the Malt's AI transition.



Product Designer

London, England · Full Time

FEB 2021  
DEC 2022

Contributed to the design and optimization of MUBI's cross-device ( 📱 🖥️ ) movie platform.

- Built a scalable design system used across all platforms to improve UI consistency and faster design process
- Redesigned the gift purchase flow, increasing subscription conversion and reducing user drop-off significantly
- Designed a new landing page, subscription, and shipping flows for a physical product launch: MUBI Notebook
- Fully redesign the video player UX/UI, cross-device, improving usability
- Led exploratory design work on a homepage redesign and a refreshed TV experience for future rollout



Product Designer

Barcelona, Spain · Freelancer

NOV 2019  
NOV 2020

Collaborated with startups and SMB companies to design intuitive and user-focused experiences. My work covers full product design cycles — from user research and UX strategy to UI design and handoff — across various industries including music, online dating, and B2B SaaS.



Product Designer

Paris, France · Full Time

JUN 2016  
NOV 2019

Worked across the Molotov app ecosystem ( 📱 🖥️ ) to design, specify, and integrate new features and design system with a focus on consistency and scalability.

- Designed and shipped features like social interactions, parental control, customizable content categories and feedback systems
- Led the creation and integration of a new dialog system, ensuring visual consistency across all devices
- Co-created a style guide from scratch, standardizing UI principles across platforms and enhancing collaboration across product and front-end teams